SONOMA COUNTY

California

PANAMA - PACIFIC
INTERNATIONAL EXPOSITION

UKIAH
MENDOCINO
LAKE
NAPA
Clear Lake
CLOVERDALE
The Geysers
SONOMA
Geyserville
Lytton
Kellogg
HEALDSBURG
Calistoga
Cazadero
Windsor
Guerneville
Fulton
Duncan Mills
Forestville
Melitta
Monte Rio
SANTA ROSA
SEBASTOPOL
Kenwood
Occidental
Glen Ellen
Freestone
Cotati
Penn Grove
Bloomfield
SONOMA
PETALUMA
PACIFIC OCEAN
MARIN
San Rafael
Sausalito
Oakland
SAN FRANCISCO
Panama-Pacific
International Exposition
San Francisco, 1915.

Sonoma County, Cal.

A million acres of sparsely cultivated land and only 50,000 people. With a varied topography, plenty of timber, abundance of water, productive soil, salubrious climate, and land at reasonable prices, this County is capable of sustaining a half million people in luxury.

With the Southeasterly portion of the County only 30 miles from San Francisco, and connected with the Bay of San Francisco by the Petaluma River, which extends to well within the heart of the County, and with an excellent system of Railways, both steam and electric,—transportation is both cheap and effective.

The County is famous for her beautiful scenery, game and fishing facilities, summer resorts and camping privileges. Over a hundred thousand people enjoy their annual vacations in this County.

The chief industries of Sonoma County are agriculture, dairying, fruit packing, viticulture, poultry raising, manufacturing, commerce and finance.

The assessed valuation of the County is $46,000,000.

Sonoma County is exceedingly well supplied with schools, churches, social and Fraternal Orders.

Luther Burbank chose Sonoma County for his experimental work in the origination, propagation and development of new plants.

We will furnish, free upon request, a general booklet on Sonoma County, and also individual booklets on the products of the County.

Sonoma County Panama-Pacific Exposition Commission.

Points of Interest

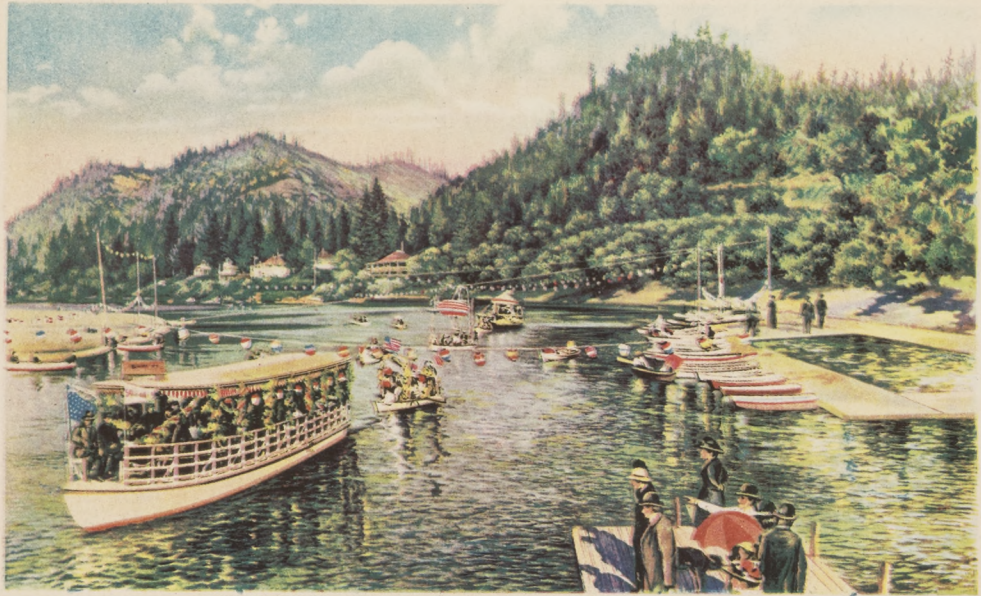
At a glance a visitor will realize that nature has, indeed, been lavish in bestowing upon Sonoma County a diversity of wonderful scenic beauty, in addition to a wealth of fertility and productiveness.

The Russian River section, with its magnificent redwoods, attracts thousands and thousands of vacationists annually. Here one has the combination of tramping through the forests, swimming, boating, fishing and hunting.

Those interested in California's stirring history will be well rewarded by a visit to the old Missions in the City of Sonoma, and to the Old Adobe, General Vallejo's Fort. Admirers of nature will find inspiration in a visit to the Geysers, Petrified Forest, Mineral Springs, Burbank's Experimental Grounds, Armstrong's Grove of Redwoods and Dillon's Beach, on the edge of the mighty Pacific.

The student of industry will be interested in the largest chicken hatchery and in the largest Incubator Factory in the world, and in the extensive vineyard culture of the Italian-Swiss Colony, as well as in the wonderful resourcefulness of the entire County.

The proximity to the big cities of the Bay region, coupled with the most convenient transportation facilities, has placed the interesting County of Sonoma in the most popular ranks.



RUSSIAN RIVER, WITH ALL ITS GRANDEUR, IS NATURE'S KINGDOM

Grapes

California is world famous for its wines and the production of wine grapes is the big industry of Sonoma County. The vineyards extend from the rich bottom lands to the very hill tops of the mountains.

The largest yields are secured on the moist river sediment of the bottom lands, but the sweetest grapes, however, come from the less fertile hill lands.

The market for grapes fluctuates from $6.00 to $30 per ton. The average price for the last ten years being $16.00 per ton.

The Italian-Swiss Colony has an acreage of about 1750 acres of wine grapes.

The cost of production on a vineyard, yielding three tons of grapes to the acre, would be about $25.35 per acre. This includes plowing, cultivating, hoeing, sulphuring, picking, hauling and pruning.

The average income per acre on grapes, less the cost of production, is about $22.65.

The varieties which are grown are the Zinfandel, Reisling, Petit Syrah, Alicante Buschet, Carrigan and others.

There are about 150 wineries in the County and these place on the market 10,000,000 gallons of the finest of dry wines.

The 20,000 acres of vineyards indicate that Sonoma County is truly the home of the grape. Sonoma County wines have won awards in competition with the most noted foreign champagnes.

VINEYARDS PRODUCE BIG REVENUES FOR THE COUNTY

Prunes

Statistics indicate that prunes constitute one of the largest outputs of Sonoma County. The quality of the fruit grown in the Healdsburg section cannot be excelled in any part of the world.

The normal production of prunes in Sonoma County is about 13,050 tons per year.

The gross income, under average conditions, is about two tons at 5c per pound, or $200 per acre.

The cost of caring for an orchard and harvesting the crop, coupled with the taxes at $6.00 per acre and interest on the amount invested, should never exceed $50 per acre. Therefore, the net income, under average conditions of yield, price and cost of production, would be $200, less $50, or $150.

The price of land suitable for growing prunes varies from $150 to $800 per acre. The bottom lands are held at much higher prices than are the sloping hill lands.

The cost of setting out an orchard, and bringing it into bearing, is usually paid by growing auxiliary crops of corn, tomatoes, berries, etc., between the rows of young trees.

About $4400 will plant a 10 acre orchard and bring it into bearing. The prune industry is developing rapidly and is one of the most profitable in the County.

SONOMA COUNTY PRUNES HAVE COLOR AND QUALITY

TRUCK GARDENING ADDS $600,000 ANNUALLY TO THE COUNTY'S WEALTH

THE STATELY REDWOODS ARE AMONG NATURE'S RAREST GIFTS

Poultry

Sonoma County maintains its supremacy as the greatest poultry center in the world. Ideal climate and soil, the best cash market, all kinds of feed and supplies at lowest prices, cheap freight rates, the benefit of the experience of those who are making good in the business,—this is the combination that makes the section around Petaluma the poultryman's paradise.

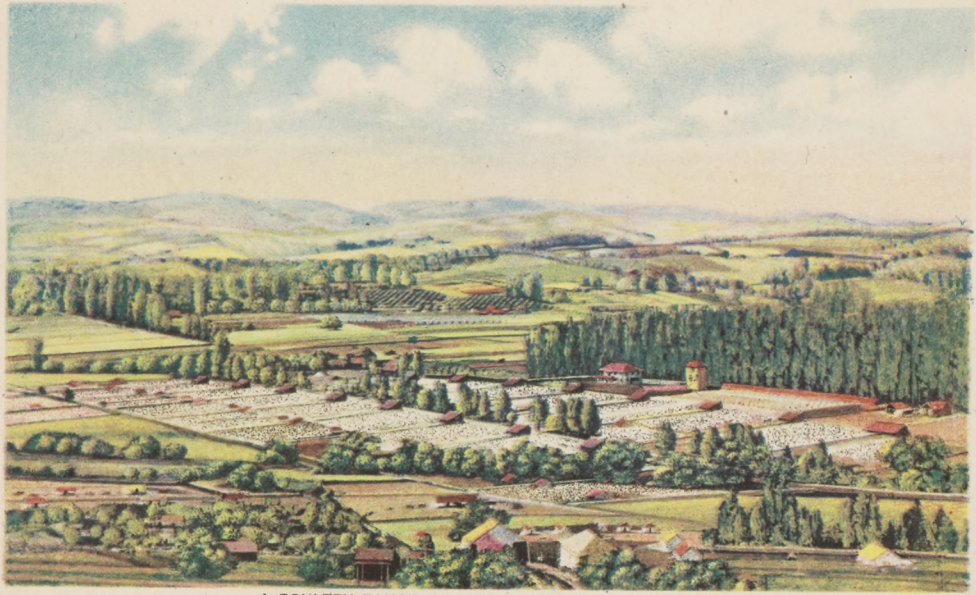
Sonoma County eggs command a premium. In 1913 the shipments from Petaluma amounted to 10,464,744 **dozen** eggs and 88,824 **dozen** poultry, while those from Santa Rosa and other sections of the County amounted to 2,500,000 dozen eggs and 22,000 dozen poultry.

The average poultry ranch consists of from 5 to 10 acres, upon which are placed from 500 to 6,000 hens. Larger ranches support up to 30,000 fowls.

Immense chicken hatcheries are seen, a single one producing 1,000,000 chicks every four months. The largest Incubator Factory in the world is located in Petaluma.

About $5000 is required to equip a profitable ranch. The average net profit per hen per year is $1.00. The average price paid per year for eggs is 30c per dozen.

The poultry industry of Sonoma County is conducted upon a scientific basis, and has long since passed all experimental stages.



A POULTRY RANCH IN THE POULTRYMAN'S PARADISE

Hops

The hop industry extends along the Russian River from Healdsburg to Guerneville and in the vicinity of Santa Rosa. As the soil must be rich, moist and deep, the sediment bottom land of the creeks and rivers is the only place where they are grown.

The climate of the County is particularly adapted to hops. The quality of the hops grown in Sonoma County is far superior to those grown in other sections and brings the highest prices. About one-third of the crops raised in California comes from this section.

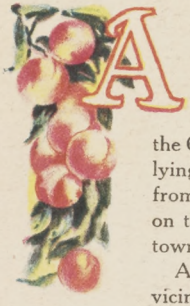
The price of land set to hops is from $500 to $1,000 per acre. Unimproved land suitable for hops is held at from $300 to $700 per acre.

The price averages about 14c per pound, although it varies from 10c to 40c. The high quality of Sonoma grown hops brings 2c per pound more than is paid for hops in other sections. The yield averages about 1400 lbs. to the acre and a profit of about $95 per acre is realized.

The picking season lasts three weeks and about 15,000 people are employed during that time. There are 4280 acres of hops in the County and the industry is an important one.

HOP FIELDS ARE BEAUTIFUL AND PROFITABLE

Apples



Apples are one of Sonoma County's money-makers. The County ranks second in the State in the production of this fruit.

The big apple district is known as the Gold Ridge Section, and includes the low lying hills on the West side of Santa Rosa, from Freestone on the South to Forestville on the North, with Sebastopol the principal town and center of the district.

Apples are also extensively grown in the vicinity of the Russian River Valley and in the mountains near the Coast, in the Northern part of the County.

Unimproved land, suitable for the growing of apples, ranges from $225 to $500 per acre in the Sebastopol and Santa Rosa sections, while in the mountain sections it can be purchased from $15 to $50 per acre.

The output is 300 cars of fresh packed fruit, 1200 to 1500 tons of dried fruit and 1500 tons of canned fruit.

Mature trees average about 10 tons to the acre. The varieties grown are the Gravenstein, Spitzenberg, Newtown Pippin, Wagner, Rome Beauty, Baldwin, Hoover and a few Bellefleurs. The early apples average 80c per box and the late ones 50c.

The average net income from an apple orchard per acre is about $192.50.

Auxiliary crops of berries are usually set out at the same time that the trees are planted. These not only pay the cost of bringing the orchard into bearing, but produce a net income of from $90 to $100 per acre.

HOME OF THE GRAVENSTEIN, THE EARLIEST APPLE

Dairying

With its long season of strong, natural grass and close proximity to market, Sonoma County is well adapted to dairying and ranks seventh in the State in the production of dairy products.

The industry is of chief importance in the Western part of the County in the vicinity of Valley Ford, Bloomfield, Bodega and Knights Valley.

Along the Coast, the rolling hills, moistened by the winter rains and summer fogs, produce an excellent crop of grass which keeps green for six months in the year and furnishes good feed for the other six months.

The cows are allowed to run on the hills throughout the entire year. One hundred and sixty acres constitute a small dairy in the coast section. Such ranches, with improvements, vary in price from $25 to $150 per acre, with a general average price of $50.

The income from a cow in this section is about $100 per year. Most of the milk is separated on the ranch and the cream sold on a butter fat basis to the Creameries, and the skimmed milk is fed to the hogs.

The output of butter in the county amounted in 1913 to 2,478,000 lbs. The production of cheese in Sonoma County amounts to about 158,750 lbs. annually.

A milk condensing plant is established at Valley Ford. This consumes a large amount of milk produced in this County.

A DAIRY HERD GRAZING ON NATURAL GRASS

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